

## REMARKS

Claims 1, 3, 5-15 and 19-26 are currently pending in this Application. Claims 4 and 17-18 have been previously canceled, and claims 2 and 16 are canceled in this Amendment. Claims 1, 3 and 14 have been amended, and support for claim 1 as amended can be found in the specification and drawings, for example, p. 7, [0028] – p. 10, [0039] and Figs. 2-7. Favorable reconsideration and allowance of the present application are respectfully requested for at least reasons set forth below.

### **Rejection under 35 U.S.C. § 103(a)**

#### Claims 1-3 and 5-8

The Office Action rejected claims 1-3 and 5-8 under 35 U.S.C. § 103(a) as being unpatentable over Pinard et al. (U.S. Patent No. 5,940,834) in view of Graham et al. (U.S. Patent Publication No. 2004/0205537), and in further view of Alcorn et al. (U.S. Patent No. 6,988,138) (i.e., the Pinard-Graham-Alcorn combination). Claim 2 has been canceled.

The combination of Pinard, Graham and Alcorn fails to teach all of the recited features of claims 1, 3 and 5-8 as amended. For instance, the combination does not teach or suggest the features such as (i) wherein the personal data for the members of the sales force is accessible to the application server to automatically populate said homepage template to generate a personal homepage of a selected member of the sales force having a unique Uniform Resource Locator (URS) to be provided to a customer as an identification of the selected member of the sales force; (ii) wherein the personal homepage operates as a local portal to allow the customer to access to

tailored information and to establish a virtual salesperson-customer relationship; (iii) a developmental content application server; (iii) the production server operable to post the personal homepage of the selected member for viewing through the Internet after the application server or the developmental content application server receives indicia of approval; (iv) a production server operable to capture data from the customer viewing the personalized homepage, to aggregate the data and make the data available for the members of the sales force, and (v) wherein using the data from the customer, a request from the customer is directed to the members of the sales force near a geographical location of the customer.

Moreover, the combination of Pinard, Graham and Alcorn fails to teach "wherein the database of personal data includes employment status data indicative of the employment status of the members and said application server includes a component for periodically retrieving updated personal data and recognizing said employment status data from the updated personal data wherein the personal homepage for the selected member is automatically disabled from any viewing on the Internet when said employment status data indicates the selected member is not employed by an organization." As the Office Action correctly notes, Pinard is silent with regard to the recited features.

Graham also fails to disclose using the employment status for any functionality related to access control. Instead, Graham teaches using a separate database to control access to the intellectual property. Further, Alcorn does not teach that employment status is used as a source to disable the web page. Instead, Alcorn teaches using the manually entered instructions that were presumably stored in a

database to disable the webpage. Thus, the combination of Pinard, Graham and Alcorn fails to teach or suggest "wherein the personal homepage for the selected member is disabled from any viewing on the Internet when said employment status data indicates the selected member is not employed by an organization."

Hence, the combination of references does not disclose the recited limitations and independent claim 1 are allowable. Claims 2 and 4 have been canceled. Dependent claims 3 and 5-8 are also allowable for at least the same reasons.

Claims 9-16 and 19-26

The Office Action rejected claims 9-16, and 19-26 under 35 U.S.C. § 103(a) as being unpatentable over Pinard in view of Graham, in further view of Alcorn in further view of Kitain et al. (U.S. Patent No. 5,864,871) (i.e., the Pinard-Graham-Alcorn -Kitain combination). These rejections are traversed for the reasons noted below. Claim 16 has been canceled.

Claims 9-13 depend from claim 1. Kitain fails to cure deficiencies of the Pinard, Graham and Alcorn combination. At least for that reason, the Pinard, Graham, Alcorn and Kitain combination fails to teach all of the recited features of claims 9-13.

Claim 14 is an independent claim and claims 15 and 19-26 depend from claim 14. The Pinard, Graham, Alcorn and Kitain combination does not teach all of the recited features of claim 14, such as (i) receiving an indicia of approval on the personal homepage through the privately accessible network; (ii) storing the personal homepage upon review by the identified member; (iii) posting on a web server the personal homepage after review by a manager; (iii) capturing data from the customer viewing the personal homepage, aggregating the data and making the data available for the

members of the sales force; and (iv) redirecting a request from the customer received via the Internet to the member of the sales force near a geographical location of the customer.

Moreover, as discussed above, the Pinard, Graham, Alcorn and Kitain combination also fails to teach the feature of "automatically disabling the personal homepage for any viewing on the Internet when said updated personal data includes data indicating that the member is not employed by the organization."

Hence, the combination of references does not disclose the recited limitations and independent claim 14 are allowable. Dependent claims 15 and 19-26 are also allowable for at least the same reasons.

### **Conclusion**

Therefore, in view of the above remarks, Applicants respectfully submit that this application is in condition for allowance and such action is earnestly requested.

If for any reason the Examiner is not able to allow the application, he is requested to contact the Applicants' undersigned attorney at (312) 321-4200.

Respectfully submitted,

---

/Miyoung Shin/  
Miyoung Shin  
Registration No. 62,051  
Attorney for Applicants

Application Serial No. 10/087,158  
Response Dated January 11, 2010  
Response to Non-Office Action mailed August 17, 2009

BRINKS HOFER GILSON & LIONE  
P.O. BOX 10395  
CHICAGO, ILLINOIS 60610  
(312) 321-4200